



CENTENNIAL COMMITTEE

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Sub-committee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons, Fran Fulton, Eleanor B. Jones or Gesuina Paras, at 310-618-5880. Agendas are posted on the City of Torrance web site at www.TorranceCA.Gov.

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR 35.102-104 ADA Title II].

HOURS OF OPERATION

**Monday through Friday from
7:30 a.m. to 5:30 p.m.**

**Offices are closed alternate
Fridays.**

CITY OF TORRANCE CENTENNIAL COMMITTEES

FULL COMMITTEE

SUBCOMMITTEES: • Events • Finance • Fundraising
• Marketing • Media/PR/Outreach

TORRANCE CHAMBER OF COMMERCE

**3400 TORRANCE BOULEVARD
TORRANCE, CALIFORNIA 90503**

**Monday, June 13, 2011
7:00 p.m.**

A G E N D A

1. CALL TO ORDER

2. ROLL CALL

3. FLAG SALUTE

4. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)

Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.

5. INTRODUCTIONS

6. CHAIR'S REMARKS

7. FULL COMMITTEE WORK

- A. Discussion
 - 1. All America City update
 - 2. Introduction of PR forms
- B. Approval
 - 1. Minutes 5/23/11
 - 2. Marketing / wearables budget request
 - a. T-shirts
 - b. Summer polo shirts
 - c. Jackets
 - d. Flexfit caps
 - e. Visors
 - 3. Marketing / bumper stickers
 - 4. Public Relations / All America City
 - a. Re-allocation of remaining funds
- C. Information

8. ORALS

- A. Comments from committee members
- B. Announcements / Updates

9. SUB-COMMITTEE WORK

- A. Events
 - 1. Approval
 - a. New event and revised event
 - b. 4/25/11, 5/9/11 and 5/23/11 minutes

2. Discussion

- a. Lights, Camera, Action
 - i. Trial run
 - ii. Registration form
 - iii. Registration, website and data collection
 - iv. Participants
 - v. Computer-aided design (CAD) plot
 - vi. City of Torrance License Review Board
 - vii. Sanitation
 - viii. Security
- b. Harvest Festival, Sunday October 28, 2012 at Wilson Park, 10:00 a.m.–5:00 p.m.
 - i. Food vendors / trucks, number of trucks, types of food
 - ii. Other vendors and booths
 - iii. Entertainment
 - iv. Athletic / sports events – which ones? How do we pick teams?
 - v. Sanitation
 - vi. Health Board
 - vii. Security

B. Finance

1. Replacement of vacated Chair position

C. Fundraising

1. Sponsors
 - a. Update
 - b. Donor levels
2. Time Capsule
3. Budget
 - a. Expenses
4. Centennial Bricks
 - a. Selling price vs. volume
 - b. Timeline
 - c. Order forms
 - d. Accounting system
4. Booth
 - a. What can we supply: order forms, sponsor applications, etc.

D. Marketing

1. Discussion
 - a. Public art in Long Beach
 - b. Finalize estimates for marketing collateral to be presented to 6/27 Exec Committee
 - i. Three roll-up banners identical to one already made
 - ii. Two roll-up banners promoting sponsorships
 - iii. Approximately 500 street pole signs
 - iv. 25 bus shelter signs
 - v. Signage for inside buses
 - c. New topics from committee members

E. Media/PR/Outreach

1. Discussion
 - a. Press releases
 - b. Visitations to service clubs
 - c. Website

9. ADJOURNMENT

- A. Next meetings:
 - Monday, June 27, 2011, Executive Committee at 5:00 p.m.
 - Monday, June 27, 2011, Full & Sub-Committees at 7:00 p.m.
 - Monday, July 11, 2011, Executive Committee at 5:00 p.m.
 - Monday, July 11, 2011, Full & Sub-Committees at 7:00 p.m.